



Fire

innovation

Boundless

SAMEA FireTrek Journey

Ignite your 'fiery' senses through chef-inspired,
consumer-led innovation.

Givaudan

Human by nature

FireTrek Journey

At Givaudan, we're igniting a bold journey into the heart of high-flame cuisine. From the smoky street grills of Cairo to the sizzling tandoors of Delhi and the open-fire kitchens of Riyadh, our mission is to uncover how the region's leading chefs craft truly authentic, multi-sensory flame-cooked food experiences.

9 Pure Fire Tonalities

Our exploration starts with a spotlight on the 9 most iconic 'pure fire' tonalities across South Asia, the Middle East, and Africa. These flavour profiles form the foundation of our approach to curating richer, more holistic high-flame offerings; designed to meet evolving consumer cravings for heat, depth, and authenticity.



The Gold Standard

Chargrilled
Rotisserie
Gas Grill



Rooted Fire

Woody Smoke
Tandoor
Clay Pot



New Age Fire

Woodfire Oven
Wok Cooking
Burnt Butter



The Gold Standard



Chargrilled

There's something undeniably primal about the crackle of food meeting open flame. Chargrilled cooking brings out that fire-kissed intensity where meats and vegetables are seared over hot coals or flames, leaving behind bold grill marks and a whisper of smoke. It's a technique that delivers depth and unmistakable flavour in every bite.

Profile: Smoky, dry, coal, slightly rounded notes from the vegetable skin or meat surface

A slow, steady rotation over flame. Rotisserie cooking is about patience and precision; ensuring meats are self-basted to juicy perfection while developing a crisp, golden exterior. It's indulgent, comforting and often found at the centre of celebratory feasts all over the region.

Profile: Round, gourmand, braised, with hint of aromatics



Rotisserie



Gas Grill

With carefully balanced heat zones, gas grilling marries convenience with versatility; enabling precision in cooking and bringing out the best in everything from skewers to steaks, with just the right touch of caramelisation.

Profile: Gassy tonality, grill, metallic



Rooted Fire



Woody Smoke

This is flavour through fragrance. Whether it's hickory, mesquite, or applewood, the slow burn of aromatic woods infuses food with earthy, sweet, and complex layers; delivering unmistakable depth in flavour.

Profile: Smoky, woody, dry, nutty

At the heart of many South Asian and Middle Eastern kitchens stands the tandoor; a blazing clay oven where meats char and juices seal in moments, while breads puff and blister. The result? Smoky, succulent, and soul-satisfying.

Profile: Clean smoke, burnt, ashy, coal



Tandoor



Clay Pot

Rooted in tradition, clay pot cooking is slow, gentle, and deeply aromatic. The porous, nature driven cookware traps moisture and heat, allowing ingredients to braise in their own juices. The outcome is food that feels both comforting and rich with layered flavour.

Profile: Ashy, mineral, slightly metallic

A large, vibrant fire burns in a metal bowl, with the text "New Age Fire" overlaid in white. The fire is bright orange and yellow, with a large, billowing flame that reaches towards the top of the frame. The background is dark, and the fire is the central focus. The text is in a clean, white, sans-serif font, centered over the fire.

New Age Fire



Woodfire Oven

Inside the stone chamber of a wood-fired oven, magic happens. Pizzas blister, cheese bubbles, and crusts crisp in mere moments. This tonality captures that rustic, artisanal charm with every smoky, chewy, flame-finished bite.

Profile: Charred, woody, nutty, crust

Intense, quick, and full of theatrics—wok cooking is all about movement and heat. The elusive “wok hei,” or “breath of the wok”, gives dishes a smoky essence born from flames and finesse. It’s the art of capturing flavour in a flash.

Profile: Burnt, fatty, smoke, fragrant



Wok Cooking



Burnt Butter

This golden transformation begins with butter. As it browns, nutty aromas rise, and the flavour deepens into something that awakens the senses. Used across both sweet and savoury dishes, burnt butter brings elegance, complexity, and warmth to every finish.

Profile: Round, gourmand, stew like



What's Next?

This is just the beginning. In the next phase of our FireTrek journey, we'll be sharing exclusive insights, chef perspectives, and tailored solutions to help you tap into the full potential of holistic high-flame food experiences.

Until then, if you have any questions or would like to explore these tonalities further, feel free to reach out to us at

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Stay tuned, there's much more heat to come.

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